

ARIZONA *Our history* LATINA *Our story* TRAILBLAZERS

Stories of Courage, Hope & Determination

Trailblazer Series Vol VI





Catherine Anaya

A Story to Inspire Others



Catherine Anaya has come a long way, from a shy girl in Santa Ana, California to the main news anchor for CBS KPHO TV 5 news and a well-known public figure in the Valley. Born in 1967 to Martha Basco and Allan Anaya, Catherine lived for eight years with both parents before they divorced. Her father raised her until the age of eleven. She then moved to her mother's care, developing a strong bond that would be the foundation of her later success in life.

During her childhood and teen years, Catherine developed the determination to succeed, recalling that she struggled to understand why others viewed her as “not good enough” due to her race and economic status.

Prior to starting college at the University of Southern California in 1985, Catherine's introduction to journalism began with a job at the Daily Trojan campus

newspaper. During her sophomore year, she became interested in the field of broadcast journalism. There were few Latinas working as television newscasters in the late 1980s, but she discovered Linda Alvarez, who anchored on the Los Angeles KNBC station. She began to watch Linda and learn.

Seeking to gain broadcast journalism experience, she pursued an internship at KNBC. By the time she graduated from USC with her Communications degree in 1989, KNBC offered her a vacation relief position for the summer. At the age of 22, Catherine got her break when KRGV-TV Channel 5 in Weslaco, Texas hired her as a weekday morning news anchor and reporter. A morning anchor position with WSBT-TV Channel 22 in South Bend, Indiana was the next step. Catherine became the first Latina to co-anchor the station's morning news.



The move to Arizona came in 1992 when KPNX-TV Channel 12 in Phoenix offered Catherine a position as Saturday morning co-anchor and weekday reporter. During this time, she married, gave birth to a daughter, Briana, and eventually moved into a weekday morning and noon anchor position.

By 1998, Catherine took on the weekday anchor position for KCBS-TV Channel 2 in Los Angeles, along side anchors such as Linda Alvarez, the first Latina in Los Angeles to anchor an English language news broadcast five nights a week.

Working with respected veteran newscasters such as Anne Martin taught Catherine the importance of dedication to the job, professionalism at the highest level, and to support other women in and out of the newsroom. Catherine soon earned her first Emmy award in 1999 for her story, "Ashley's Courage."

Catherine's career made a sharp turn in 2002 when the television station ended her contract. She was five months pregnant with her son at the time. Bolstered by her mother's encouragement, Catherine found work as a special correspondent for the network news show, Extra.

In 2002, three days after the birth of her son Christian, KPHO-TV Channel 5 in Phoenix called her for a position as the noon and 5 o'clock news anchor. By 2004, Catherine had moved into the prime time news anchor position for Channel 5, the only Latina since Linda Alvarez to anchor a main evening newscast. She became an important public figure for the local Latino community, and her community involvement increased. Phoenix Magazine voted her as "Best TV Newcomer" in 2003.

Her biggest honors have come with the achievement of three Emmy awards, all for reporting. Other special memories include anchoring the 2004 post-Presidential debate special with Walter Cronkite, and giving the convocation for ASU's Cronkite School of Journalism and Mass Communication in 2009.

Catherine's personal life has changed in recent years. She and her first husband ended their marriage in 2007. She remarried in 2013 and added two more children into her life.

Catherine provides an example of the success a Latina can achieve in her career, but, she says, "It's not all about the job but what you do with the job that matters."



The Raul H. Castro Institute (RCI) is proud to have a role in preserving the significant contributions made by the 2014 Arizona Latina Trailblazers. This vision of the the Raul H. Castro Institute is to improve the quality of life for the Latino community in Arizona by bringing focus to priority issues of education, health and human services, leadership, and civic engagement – all areas in which these Latina Trailblazers have created a tremendous and lasting impact. Through the use of this book in educational settings and through its availability as part of the Arizona Memory Project, their legacy will be perpetuated as generations of leaders continue to be inspired by the spirit and actions of these pioneering women. It has been a privilege to tell their stories.

To learn more about the lives and achievements of the 2014 Arizona Latina Trailblazers, please visit

www.azlatinatrailblazers.com

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Published by Raul H. Castro Institute of Phoenix College

Printed in the United States of America

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ACKNOWLEDGEMENTS

Oral histories written by Jean Reynolds, Historian

Video production by SRP

Design by Alfredo Hernandez, Phoenix College

Editing by Eileen Archibald, Michelle Klinger, Megan Martin, Phoenix College

The Raul H. Castro Institute is proud to have partnered with Latino Perspectives Magazine for several years. We have collaborated in capturing the memories and telling the stories of the Latina Trailblazers for the Series Vol 1 through Vol V. Our heartfelt thanks for the dedication and passion that they brought to this important project.

Thank you to the premier sponsor for making this project possible:





Interviews with:

Catherine Anaya - Martha Basco - Josephine "Josie" O. Campo-Luera - Charlie García - Frank Barrios - Marie López Rogers - Gina Montes - Dr. Anna Solley and Dr. Christine Martin

Latinas' Stories Remain Important in Arizona's History

As educators, social workers, labor leaders, entrepreneurs, scholars, judicial representatives, homemakers, nurses, ranch wives, or political representatives, Latinas and Hispanas have long been at the forefront of Arizona's history. It is important that we recognize the impact of their individual contributions, and imperative that their collective stories be recalled and shared.

The life journeys of these women are filled with compelling stories that reflect the strength of their vision, their courageous actions, and their thoughtful advocacy. Their outstanding leadership formed strong cultural cornerstones, laying the foundation for women in leadership roles today.

And so we honor them and all that they represent, pioneers who forged our rich cultural heritage and strong role models.



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